



# Educational Outreach

## Film Series

Film not only offers a dynamic medium through which to experience *American Sabor*, but it also draws upon the historical legacy of the Alameda theater. For decades the theater served as a unique venue for arts and culture, featuring some of the greatest Mexican actors and singers of the day. This spring, the Museo hopes to recapture some of the excitement of those days by hosting a three film part-series that helps develop a more intimate dialogue between the art and the viewer. Potential films range from well-known mainstream films (*La Bamba*, *The Mambo Kings*) and celebrated classics (*The Gang's All Here*) to thought provoking documentaries (*La Onda Chicana*). When appropriate filmmakers, curators, scholars, and artists will be invited to talk about the film in dialogue with the exhibitions.

July 15<sup>th</sup>; August 5<sup>th</sup>; September 2<sup>nd</sup>

## Website Integration

The Museo Alameda website will feature related exhibition content, including teacher curriculum training and internet resources. There will be integrated links to EMP produced music content and radio programs as well as podcasts and other multimedia materials.

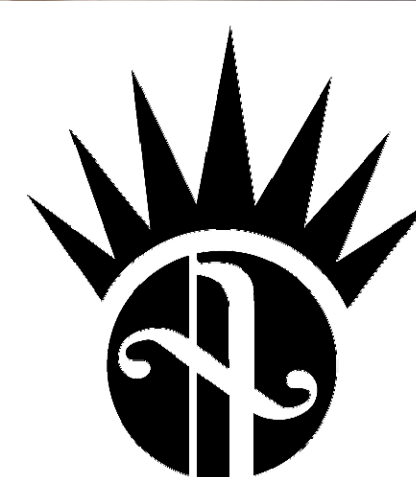
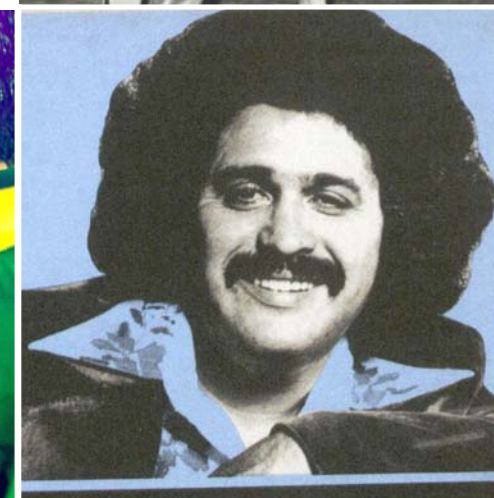
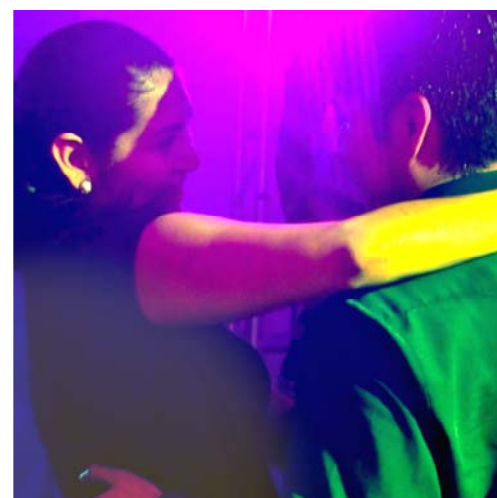
## Workshops

The museum will offer specialized investigation workshops for groups visiting the *American Sabor* exhibition. Activities can be catered to a variety of age groups and will be supplemented by docent led gallery talks. Topics addressed include musical migration, music history, cultural identity, and Spanish language enrichment.

## Family Days

Family Days are free events that feature art making activities, music and dance performances, and museum tours and games, designed to complement specific exhibition topics and themes. Family Days are held on weekends and generally draw capacity crowds ranging from children to grandparents.

September 19



The Museo Alameda

in Affiliation with the Smithsonian Institution presents

## American Sabor: Latinos in U.S. Popular Music

Exhibition: June 12, 2009–September 25, 2009

Concerts: June 20, July 25, September 19

Exhibition images, from top to bottom (Courtesy Experience Music Project): Album jacket for *Selecciones Favoritas de Celia Cruz*, circa 1950s; Joe Cuba band member, Willie Torres, dancing with partner at the Palladium, New York City, circa 1955; Poster for Freddy Fender with the Shoestring Orchestra at the Opera House, Seattle, Washington, March 4, 1976.





# The Exhibition

***American Sabor: Latinos in U.S. Popular Music*** is the first interpretive museum exhibition to tell the story of the profound influence and impact of Latinos in American popular music. The exhibition focuses on five major centers of Latino popular music production in the post-World War II United States—New York City, Los Angeles, Miami, San Antonio and San Francisco—which represent the diversity of Latino music.

The Museo Alameda chose to bring this exhibition to San Antonio to draw on the unique opportunity to reflect on this institution's history as a center for Latino music. *American Sabor* is expected to appeal to Latino visitors, many of whom are familiar with The Alameda Theater and San Antonio's special musical legacy. The exhibition will encourage intergenerational dialogue as it combines elements of music history with innovative and interactive display components that will appeal to audiences young and old.



Film Nook



Mixing Interactive Activity



Entrance to Mixing Interactive



# The Concert Series

An exciting component of the *American Sabor* public programs and community outreach initiatives is a free concert series. The events will take place on the steps of the Museo Alameda's Paseo de Artes as well as stages in Market Square, a high traffic area for locals and tourists. The concert series will present a variety of musical acts tailored to the Latino demographic that already associates The Alameda with quality entertainment. Performances will include local legends and established San Antonio musicians as well as regional and national acts when possible. Events will be designed to appeal to the broadest group possible and will often feature multiple acts from different genres.

The dates for the concerts are **June 20, July 25, and September 19**. The events will be held on three stages with acts spaced out throughout the day. Concerts will be held from 12 pm to 10 pm and will be free and open to the public. Food and beverage vendors will be set up throughout the market to provide refreshments and contribute to the festival like atmosphere.

